

Consumer Connections Live Panel – Part 2 Five Key Takeaways | April 2, 2020

1

Consumers are being more thoughtful about expenses and want their purchases to matter.



Furloughed +
Unemployed



Mindful
about
spending



Support
local
businesses



Buy brands that
are charitable
+ good to
employees



“My company furloughed everyone so I **unsubscribed from my frivolous purchasing**. I was a two-times-a-week Amazon shopper. I deleted my apps so I wouldn't be tempted. I canceled my FabFitFun box.”



2

Consumers are turning to alternative fulfillment methods to avoid in-store shopping, but their needs are not being met.



Limit time
in store



Want delivery/
pick-up



Delivery slot
difficult to get



Rely on local
support



“Before you could schedule a week out, and **now you have to check every day to see if there's availability.**”



3

Parents are trying to normalize this time for their kids by setting routines, yet they are relaxing some previous rules and attitudes for both themselves and their kids.



Juggling
work
and kids



Prioritizing
kids'
wants



Splurging
on streaming
and apps



“I'm **buying more what my kids will eat**. I might have one at home; I still buy two at the market so I don't run out of what my kids need. **I can do with less.**”



4

Consumers anticipate some of these new habits sticking around.



Continue
quality family
time



Hope
remote work
continues



Continue
buying
locally



“I tried to make it a point to only order produce from my local farm stand and do meats from an Amish market. **I'll continue with that because the product is better and it's local.**”



5

Even with the more somber outlook, consumers can see a silver lining in this time.



Togetherness



Make new
connections



Reignite old
connections



Spend more
time outdoors



“The sense of being with family. Before this happened, things were fast paced. **Now we have the time and we're enjoying it.**”



C+R's Take: The economic impact of the pandemic is hitting close to home.

Support Local:

While some consumers have been personally impacted, they are still doing what they can to support their local community. What's winning with consumer wallets right now are companies and brands that show solidarity or need the support of their community. Sharing the ways your brand is supporting the community/country in this time, or ways in which you have a local impact, will gain you consideration. Think about how you can re-invigorate regional marketing strategies. How can you work with local retailers to ensure friction-free shopping, whether online or in-store?

Connect on an Emotional Level:

Think about new ways your brand can connect with consumers on an emotional level to build long-term loyalty. Be authentic, and communicate with empathy and compassion. Make a difference to win the shrinking share of wallet by...

- Supporting employees
- Contributions/support to frontline workers
- Offering a charitable promotion



Curious to hear more? Join us for our next live consumer panel, Thursday, April 9, at 12 p.m. CT when we dig deeper on grocery shopping behaviors. Sign up [here](#).